

DISCOVERIES

WICHITA DOWNTOWN REVITALIZATION MASTER PLAN

Planning momentum

Update on the planning process

January 12, 2010



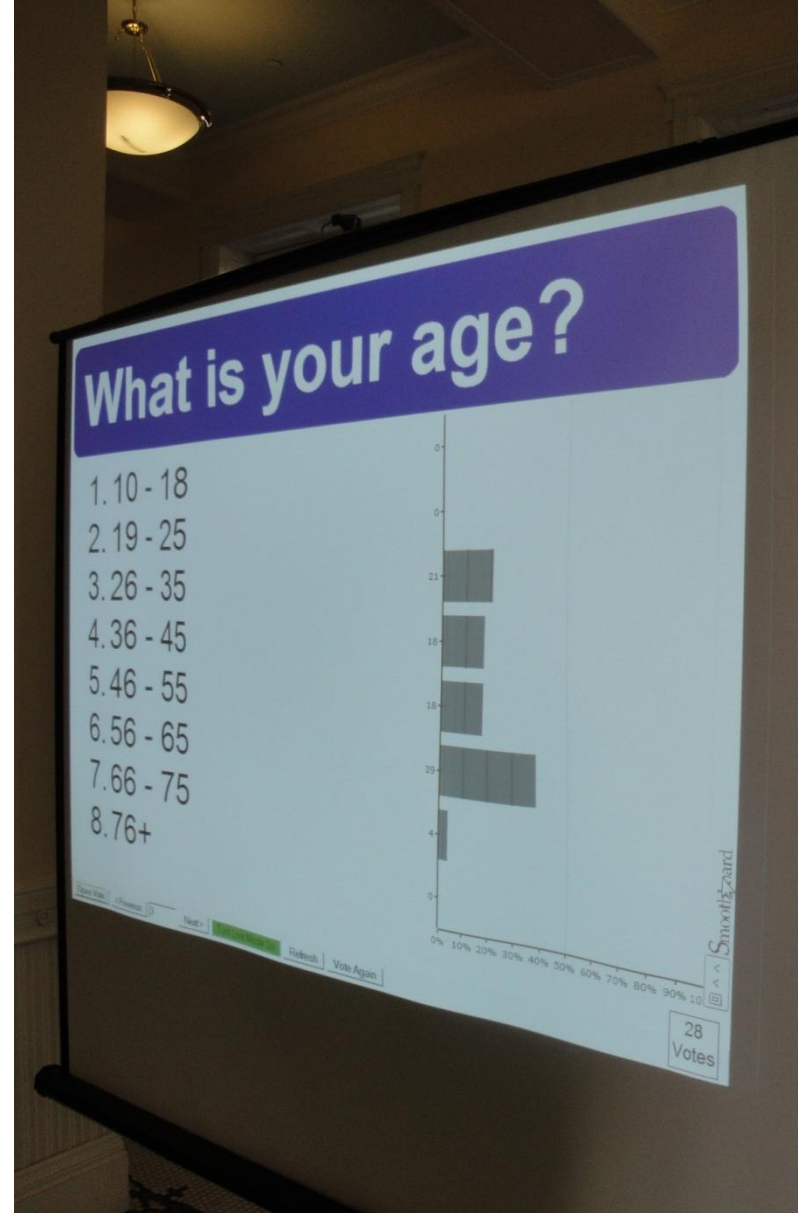
GOODY CLANCY
ZIMMERMAN/VOLK
W-ZHA
MJB
PEC

Agenda

- Where we are in the process
 - Stakeholder interviews
 - Technical analysis
 - Public engagement
- First public event: December Walk-shops
- Agenda for Discoveries event tomorrow evening
- Next public events:
 - WDDC annual lecture – Jim Cloar, February 25
 - Downtown Wichita Charrette, February 27
- Discussion

Walk-shops





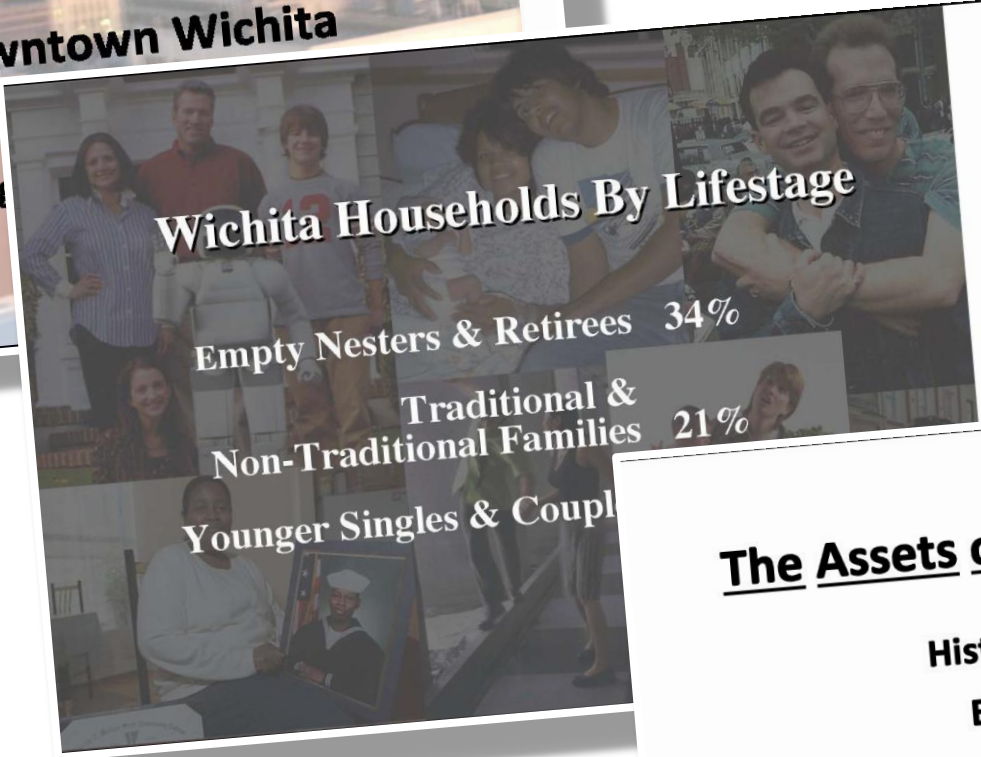
Discoveries

- Reception
 - Draft Arena District Streetscape concepts
 - Walk-shop images
- Presentation of...
 - Housing market analysis
 - Preliminary office, hotel and retail market analysis
 - Translating messages from the Walk-shops and economic analysis to downtown streets and blocks
- Feedback from local panelists
- General Q & A
- Survey/Feedback form



Residential Market Potential Downtown Wichita

Sedg



Wichita Households By Lifestage

Empty Nesters & Retirees 34%

Traditional &
Non-Traditional Families 21%

Younger Singles & Couple

The Assets of Downtown Wichita

Historic buildings.

Employment.

Culture and entertainment.

Shopping and dining.

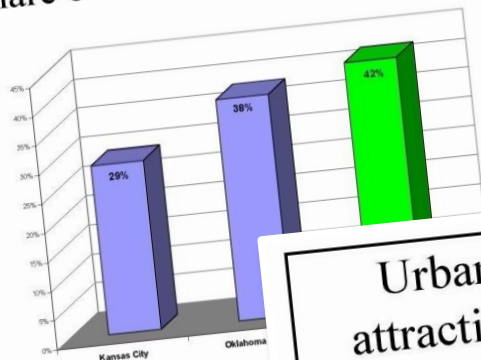
Location and access.

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Downtown has a relatively high share of the Metro office supply



Source: JP Weigand & Sons, Inc.; CBRE

Urban mixed-use environments attractive to these small businesses

Business Perspective

- Need to attract young talent
- Attracted to 18-hour cycle of activity
- Demand a range of services outside of the office

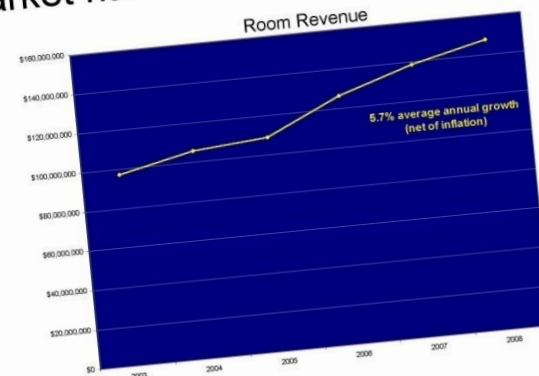
Young Professionals' Value Locations That...

- Welcome Newcomers
- Welcome New Ideas
- Possess & Encourage Diversity
- Enable Them to Live

Values
• Offer A
Places
• Econom
Infrastruc

Small businesses are prospects for new/renovated space & Cl

Wichita Hotel Market Overview... market has been growing



Source: Smith Travel Research

DISCOVERIES



WICHITA DOWNTOWN DEVELOPMENT CORPORATION | W-ZHA | MJB | PEC

Upcoming public events

- WDDC lecture by Jim Cloar – Feb. 25
- Downtown Wichita Charrette – Feb. 27
- Present draft vision concepts and strategies – late March
- Draft vision plan elements – May

Main concurrent tasks:

- Complete commercial market analysis
- Urban design framework
- Transportation analysis and plan
- Conceptual program/vision translating market to place
- Study, refine catalyst projects
- Confirm, develop implementation mechanisms

Detailed schedule

